

TRADEWINDS 2001

Brought to you by the California Department of Food and Agriculture

An Update from the Agricultural Export Program

Agricultural Export Program
1220 N Street Suite A-280
Sacramento CA, 95814
Phone: (916) 654-0389
Fax: (916) 653-2604

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BREAKING NEWS

Japan Nectarine Export Program

On March 28, 2001, 10:00 a.m., a Japan Nectarine Export Program participant meeting will be held to discuss the work plan and related issues. The meeting will be held in Reedley, in the CTFA's Conference Room.

Brazilian Beef Allowed into U.S.

The United States lifted a three-week-old suspension on Brazilian processed beef products after finding no evidence of mad cow disease or its deadly human variation, the Department of Agriculture said. The department said that it had been assured that Brazil had taken measures to prevent mad cow disease. Source: Reuters

Bush Administration looks at cutting international programs for Agriculture

According to a February 15 Wall Street Journal article. White House budget officials are telling government agency heads to expect that business-subsidy programs will be cut. The Agriculture Department faces possible cuts in a \$90 million overseas marketing program and a \$1 billion aid program under which the government buys farm products and provides them free or at a discount to developing countries. The overseas marketing program indicated in the article is the "Market Access Program" (MAP), which assists commodity groups and small food and agricultural exporters in promoting US products internationally.

Organic Rules Now Available

The new organic rules have been made available, by going to the following website, you will be able to access the rules:
<http://www.ams.usda.gov/nop/>

The New Product Promotion in South, China

The Agricultural Trade Office in Guangzhou is planning a New Product Promotion in Shenzhen, China in August 2001. The promotion is designed to provide an opportunity for U.S. enterprises and exporters, especially those of small and medium size, to test their products in the South China market. For further details, please contact Lynda Jiang: Tel:(86-20) 8667-7553, Fax:(86-20) 8666-0703 email: JiangL@fas.usda.gov



Secretary, William (Bill) J. Lyons, Jr

UnderSecretary, Tad Bell

Deputy Secretaries, Chris Wagaman, & Dan Webb

Assistant Secretary, Vanessa Arellano

Agricultural Export Program Staff:

Fred Klose, Juan Almanza, Josh Eddy, Ken Brock, Suzanne Lashley,
Beth Jensen, Cynthia Baldwin, Will Wollbold,
Brenda Coonfield, Elisza Gombocz

◆Trade Shows◆

For further information on how to participate,
please contact AEP at (916) 654-0389

**We are currently sponsoring California Pavilions
for the following shows:**

2001 US Food Export Showcase

May 5 - 7, 2000 - Chicago, U.S.

HOFEX 2001

May 8 - 11, 2001 - Hong Kong

SIAL Mercosur

August 21 - 24, 2001, Buenos Aires, Argentina

Food & Hotel China

August 28 - 31, 2001, Shanghai, China

ANUGA 2001

October 13 - 17, 2001 - Cologne, Germany

◆Upcoming Events◆

AgroBaja, Mexican Farm Show

April 26 - 28, 2001

Hours: 10:00am - 6:00pm

Site: INIFAP Test Field in Mexicali

Contact: Arturo Elias gvmex_aelias@hotmail.com

International Food Ingredients and Additives (IFIA)

Exhibition & Conference, May 16-18, 2001 Tokyo, Japan

Food ingredient exporters with and interest in the Japanese market should consider participating in the Western US Pavilion at the IFIA show in Tokyo. This event is a cost effective and extremely targeted marketing opportunity for companies wishing to diversify their market base while increasing their international sales and exposure. Please contact Alan Di Stefano with the Nevada Global Trade Office at 775-687-4325 ext. 227 for more information.

"Taste of the USA"

Caribbean Region Food Service Sales Mission

April 19 - 28, 2001

Traveling to Cartagena, Colombia, Oranjestad, Aruba
and Port of Spain, Trinidad

Contact: USDA

The Caribbean Agricultural Trade Office

Suite 720, 909 SE 1st Avenue

Miami, FL 33131

China Trade Mission

April 2001

Beijing, Shanghai, Guangzhou, and Taipei

Contact: USDA/FAS Scott Bleggi: bleggi@fas.usda.gov

Exporters Might Find a Few More International Markets Under the Bush Administration.

Secretary of State Colin Powell says he wants to scrap many, perhaps most, of the punitive sanctions the U.S. has put in place against 75 of the world's 193 nations, according to a Los Angeles Times article. USA Engage, a group representing 670 U.S. companies that want to ease embargoes, estimates sanctions cost the U.S. nearly \$19 billion in lost exports annually.

Taiwan Enacts New Import Requirement

The government of Taiwan has announced that, effective March 7, 2001, all imported fresh fruit and vegetables must comply with revised quarantine requirements. USDA phytosanitary export certificates issued for produce shipped to Taiwan must include an additional declaration (AD) that states that the imported product has been inspected by USDA and has been found free of Western Flower Thrips. Previously, the Taiwan AD requirement applied only to the flower portion on host materials, but now also applies to fruit, leaves and stems. Questions regarding export phytosanitary requirements can be directed to the USDA Animal and Plant Health Inspections Service regional office in San Francisco at 650-876-9093.

FOCUS: CANADA

Canadian Grocer's Annual California Dreamin' Supplement

Canada is now the No. 1 importer of California produce. This is your opportunity to communicate your message to the entire Canadian grocery industry-both head office and store level. Reach 20,000 interested consumers & 1000 issues will be distributed at the Canadian Council of Grocery Distributors conference in May. For more information, please contact: Kevin Smith, Associate Publisher 416-596-5774

Hospitality Today California Supplement

The leading food service trade magazine in Western Canada is developing a special California supplement, highlighting the value of California products and California cuisine. In addition to the magazine supplement. California products will be featured on the "VTV Breakfast Show", a Canadian morning television talk show. For further information on your participation, please contact: Shirley McClune, Hospitality Today: Tel: 604-473-0327

CANADA CONNECT

Canada Agrifood Network Agent Distributor Connection

A cost-effective and efficient way for U.S. Agrifood companies searching for opportunities to expand their market in Canada to meet the key people. For more information please contact: Faye Clack Marketing & Communications, Inc.

5025 Orbitor Drive, Building 1, Suite 200

Mississauga, Ontario L4W 4Y5

Tel 905-206-0577 Fax 905-206-0581

email: info@fayeclack.com

Baking Ingredients Seminars in Indonesia

The U.S. Agricultural Trade Office in Jakarta is holding a series of baking ingredients seminars in Jakarta, Surabaya, Bali and Bandung. The first series of seminars is scheduled for May 21-30 and the second for July 23-30. The seminars will focus on introducing specialty flours and baking ingredients into Jakarta such as rolled oats, wheat bran, whey, cornmeal, cracked wheat flour and almond marzipan. Companies wishing to participate in these seminars by attending or sending samples of their products and products literature, please contact: Dee Richmond: drfood@pacific.net.sg

EXPOCHACRA, Argentina, March 15-18, 2001

Expochacra 2001 will be the annual exhibition for the agribusiness technology, agribusiness industry, biotechnology and livestock industries in the southern Mercosur region. The California Office in Argentina will be exhibiting information on California products, and is requesting company and product information from California exporters. For more information on participation, please contact Silvana Papazian spapazian@mporcel.com

USDA TO AWARD \$25 MILLION IN GRANTS TO PROMOTE VALUE-ADDED VENTURES

WASHINGTON, March 6, 2001- USDA Rural Development today announced that \$25 million in grants is available for the development of agricultural producer-owned processing businesses. The new Value-Added Agricultural Product Market Development Grants program is designed to encourage independent producers of agricultural commodities to process their raw products into marketable goods, thereby increasing farm income. This program is administered by USDA's Rural Business Cooperative Service. Further information is available at USDA Rural Development state offices, or at the following Web address:

www.rurdev.usda.gov/rbs/coops/vadg.htm

Table-Grape Dispute Could Sour Australia-California Trade Relations

Australia will not accept California's exports because of the Glassywing Sharpshooter. Australian agriculture officials this week said the won't accept imported California table grapes until agriculture officials can ensure that none of the insidious insects that spread a bacterium deadly to grapevines could be shipped along with the fruit.

Director of Hong Kong Food & Agricultural Importers, Distributors and Retailers Now Available

This directory is available from the Agricultural Trade Office, American Consulate General in Hong Kong. <http://www.usconsulate.org.hk/ato>

USA Rice Updating European Exporter List.

USA Rice's Hamburg office maintains U.S. exporter lists for European companies interested in importing U.S. rice. Staff are currently updating the lists of U.S. specialty and organic rice exporters. To include your company name on the exporter lists, send your company name, contact name, address, telephone, fax, e-mail, and web site (if applicable) to Beatrix Rueckert in the Germany office at 49-89-5432-9988 or beatrix@usarice.com